



**K. K. Wagh Institute of Engineering Education and Research,
Nashik**

(An Autonomous Institute from A. Y. 2022-23)

**Marking Scheme
End-Sem Examination-IV, Winter 2025**

Academic Year: 2025-2026	Semester: IV
Class:PG-II	Program: MBA
Branch Code:10	Pattern:2022
Name of Course:Digital Marketing	Course Code:MBA224104

Q. No.	Details	Max. Marks
Q.1	Explain how Digital Marketing differs from traditional marketing in terms of reach. (1Mark for each point)	[6]
Q.2	Explain the Importance of integrating Segmentation, Targeting, and Positioning in digital strategy. (1Mark for each point)	[6]
Q.3	a) Explain why Social Media Marketing is important for businesses. (1Mark for each point) OR b) Discuss any four types of Blogs in detail (1Mark for each point) c) Describe the Importance of identifying a target audience in social media campaigns. (1Mark for each point) OR d) Describe the Steps involved in optimizing a website. (1Mark for each point)	[16]
Q.4	a) Discuss the Role of Facebook channel customization for audience engagement (1Mark for each point) OR b) Describe the Importance of selecting the right business category on Facebook. (1Mark for each point) c) Explain how Webmaster Tools help in adding assets to YouTube channels (1Mark for each point). OR d) Write down difference between YouTube Vs. Facebook Marketing (1Mark for each point)	[16]
Q.5	a) Analyze the difference between Traditional analytics and Web analytics. (1Mark for each point) OR	[16]



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	b) Apply Blogging strategies to promote an educational website. (1Mark for each point)	
	c) Illustrate any four Types of Blog posts in detail with example (1Mark for each point) OR d) Analyze the difference between Blog posts v/s. Video content in digital marketing. (1Mark for each point)	